

## APPENDIX - SETTING UP A CAMPAIGN

### **The Campaign**

One of the basic structures used in a contact center is a concept called a "Campaign". The term originally comes from the contact center where the basic measure of work was the telephone contact and "campaigns" were created to organize the workers within a contact center around the various types of telephone calls that were received or made. Campaigns are often thought of as outbound telemarketing campaigns where a plan is organized, a list of contacts are identified, a time frame for running the campaign is decided, a script is developed, and a desired response is sought. Once initiated, specific results are recorded to measure the success of the campaign.

First, you need to identify the campaign and the normal results expected.

	Restrictions/Characteristic
Campaign	System
Name	No more than 50 characters
Campaign	No more than 31
Results	characters
Result Reasons	No more than 31
	characters

Agents will have the option of selecting one of four outcomes:

- Contact
- No Contact
- No Connect
- Rerouted

The Results and Reasons will vary with each campaign, but the following will give you some ideas. As you can tell, some of the result and reason values apply to either a sales or a service type of campaign.

### **Sales Campaign**

Contact	Result Values	Reason Values
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Outcome		
Contact	Sale	Good Price Features Availability
	No Sale	Too Expensive Wrong color/size Lacks Features
	Call Me Back	No Time Need to Research Information Requested Call Back Later
No Contact	Busy	None
	No Answer	
	Wrong Party	
	Answering Machine	
No Connect	SIT	None
	Wrong Number	
	Disconnected	
Rerouted	Returned to queue	Lack Skill
	Placed in Personal Queue	Requested Call Back Later
	Routed to Specific Agent	Requested Specific Agent
	Routed to Supervisor	Requested Supervisor

### Support Campaign

Call	Result Values	Reason Values
Outcome		
Contact	Fixed and Closed	User Error
		Configuration Error
		Documentation Error

		Documented Bug
	Unfixed and Closed	Documented Bug Configuration Incompatibility
	Answered, filing error report	Unreported Bug Unreported Documentation Error
	Unanswered, filing error report	Unreported Bug Unreported Documentation Error
	Call Back	Need to Research Information Requested Call Back Later
<b>No Contact</b>	Busy No Answer Wrong Party Answering Machine	None
<b>No Connect</b>	SIT Wrong Number Disconnected	None
<b>Rerouted</b>	Returned to queue	Lack Skill
	Placed in Personal Queue	Requested Call Back Later
	Routed to Specific Agent	Requested Specific Agent Lack Skill
	Routed to Supervisor	Requested Supervisor Lack Skill

### Switches, Servers and Extensions

You need switch names, switch ids, and server addresses for both your primary server and your back-up server that will be used on each campaign. This information may already be loaded into your system, or you will have to check with your telephony administrator for this information.

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## Agent Extensions

These are the actual extensions assigned to Agent desk positions.

Item	Restrictions/Characteristics	
From Extension	Initial (and inclusive) telephony extension of the range Format: Up to 31 digits	
To Extension	Last (and inclusive) telephony extension of the range Format: Up to 31 digits	
Switch Type	Name of the telephony switch Format: 31 characters	
Primary Switch ID	The identification number associated with a CTI link defined in the Dialogic CT-Connect configuration. Format: 31 characters	
Secondary (Redundant) Switch ID	The identification number associated with the secondary CTI link defined in the Dialogic CT-Connect configuration. Format: 31 characters	
CT-Connect Server	The IP address of the Dialogic CT-Connect server Format: 255.255.255.255	
Secondary (Redundant) CTI Server	The IP address of the secondary Dialogic CT-Connect server Format: 255.255.255.255	

## ACD/Routing Point

This is where system will pick up a contact and place it in the queue.

Item	Restrictions/Characteristics	
ACD	Is this device the ACD Queue in the switch?	
Routing Point	Is this device a route point in the switch?	

Item	Restrictions/Characteristics		
Initial Call Treatment		If a contact comes through a routing point, what will they hear while on hold? Format: 31 characters	
Switch Type		Name of the telephony switch Format: 31 characters	
Primary Switch ID		The identification number associated with a CTI link defined in the Dialogic CT-Connect configuration. Format: 31 characters	
Secondary (Redundant) Switch ID		The identification number associated with the secondary CTI link defined in the Dialogic CT-Connect configuration. Format: 31 characters	
CT-Connect Server		The IP address of the Dialogic CT-Connect server Format: 255.255.255.255	
Secondary (Redundant) CTI Server		The IP address of the secondary Dialogic CT-Connect server Format: 255.255.255.255	

## IVR

These are the physical ports that route the extensions.

	Restrictions/Characteristics		
IVR Master		This is the IVR master controller ID controlling the range of ports configured below. Format: 0-9999	
From IVR Channel (F.C.)		Initial (and inclusive) IVR port of the range Format: 0-9999	
To IVR Channel		Final (and inclusive) IVR port of the range	

Restrictions/Characteristics		
(T.C.)e	Format: 0-9999	
From Extension (F.E.)	Initial (and inclusive) extension of the range	
To Extension (T.E.)r	Final (and inclusive) extension of the range	

### E-mail Mailboxes, Passwords, Addresses and Response URLs

If this campaign is on the Internet, you will need to configure the mailbox and the proxy.

Restrictions/Characteristics		
Mailbox Name	Mailbox name in the POP3 Server. Some campaigns may have more than one mailbox. Format: Alpha Characters No spaces between words Maximum length of 31 characters	
Domain Name	Internet domain of the mailbox	
Mailbox Password	Format: 6-12 Alpha Characters	
POP3 Server IP Address	Post Office Protocol 3 Format: 255.255.255.255	
SMTP Server IP Address	Simple Mail Transfer Protocol Format: 255.255.255.255	
Campaign	Name of the campaign to which a message received will be routed to	
Response Template URL	URL address of the automated response message template file Maximum of 254 characters	
Attachment Data Store Path	File path where the incoming e-mail message attachment files are stored Format: 254 characters	
Attachment Data Base URL	Base Web address to the incoming e-mail attachment files	

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Restrictions/Characteristics

	Format: 254 characters	
Attachment Icon File Path	Directory where the individual icon .gif files for mime encoded attachments are stored. Format: 254 characters	
Attachment Icon Base URL	Web address to the icon .gif files Format: 254 characters	
Default Attachment Icon Name	If an incoming message has an unknown mime extension, this is the icon that will be displayed for this attachment. Format: 254 characters	
Poll Frequency (in seconds)	How frequently the Proxy checks for incoming mail Format: Numeric, 01 to 9,999,999,999	

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### Contact Types and Priorities

Individual contacts can be assigned a high, medium, or low priority and bump rates which determines how quickly a contact will move up the queue.

	Restrictions/Characteristics
Contact Type	A word or abbreviation to signify a contact type, (i.e., Gold, Platinum,, Silver, etc.) Format: 50 characters
Priority (P)	Initial starting point in the queue Range 01 to 100 (with 01 as the highest)
Bump Rate (BR)	Every N seconds the contact is bumped higher in the queue Range Up to 15 digits
Bump Interval (BI)	Every Bump Rate seconds moves the contact this many steps higher up the queue. Range Up to 15 digits

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